

## CASE STUDY

# KOI IXS leaps ahead of the curve with programmatic professional certifications from The Trading Academy

When it comes to programmatic, industry expertise is key in order to:

- Win new business
- Educate existing clients
- Accelerate onboarding times.

That's why, as part of their vision to transform into a data- and performance-driven agency, KOI IXS puts employee education first.

Now, with 1/3 of their employees certified across media, accounts, creative, planning, and digital departments, the agency continues to position itself as an organization of experts.



### Course Description

Certified KOI IXS Employees

The Professional Course (Programmatic Principles): The Trading Academy Professional course covers basic and advanced concepts, including a deeper look at the core components of programmatic advertising. Gain foundational knowledge to be able to speak the same language as your peers or clients.

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The Practitioner Course (Targeting and Data Management): The Practitioner course teaches you the knowledge behind the programmatic building blocks for campaign planning and management. Gain practical knowledge into the world of Data Management Platforms and how to implement cross-device targeting, use digital GRPs, and establish viewability standards across your buys.

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The Strategist Course (Optimization and Strategy): The Trading Academy Strategist course covers practical techniques for learning how to trade. Explore your toolkit as you gain insights into best practices, develop your own tips and tricks, and learn how to set the right goals to achieve success.

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The Specialist Course (Omnichannel and Inventory Types): The Specialist course covers a deeper understanding of emerging channels and the evolution of private buying. Learn how to navigate deal and order types and how to transact smarter while navigating the future of media.

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“The Trade Desk and The Trading Academy were fundamental in our firm’s digital transformation. We now have a team with the skills and preparation to buy programmatic media, which has helped us reach new clients and innovate in Puerto Rico. Moreover, we are now one of the few agencies on the Island with programmatic offerings and a fully certified team.”

– Edwin Miranda  
CEO, KOI IXS

“After implementing programmatic advertising at KOI and with the help of the Trade Desk’s team and the knowledge learned through The Trading Academy, we were able to lower the cost per lead for our ‘Business in Puerto Rico’ campaign by 70% through rigorous optimizations that skyrocketed our brand awareness phase.”

– Claudia Pereira  
Head of Programmatic, KOI IXS

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